



**STRATHCONA
COUNTY**

2020 November SCOOP Mixed Topic Survey: Fireworks Permits



Research Results

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I. INTRODUCTION AND PURPOSE OF THE STUDY

In November 2020, Strathcona County conducted an online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project, entitled *the Mixed Topic Survey*, consisted of different survey areas whereby only a limited number of questions were asked within one or more topic areas and was exclusive to residents who signed up to be part of SCOOP. The November 2020 mix topic survey consisted of questions on family violence, housing affordability, fireworks permits and accessibility on Strathcona County’s website.

Obtaining primary data from residents directly will provide Strathcona County departments with information and enable County officials to make decisions that accurately reflect the perspectives and attitudes of residents. This report will provide a comprehensive review of all steps undertaken in the development and implementation of the survey, as well as a detailed summary of the results. The results from this study were prepared by Phil Kreisel, Ph.D. (Communications); SPSS was used for the data analysis.

This report covers questions associated with obtaining fireworks permits in Strathcona County. A review of the methodology associated in the development and implementation all aspects of the survey can be found in the next section of this report.

II. METHODOLOGY

A. The Questionnaire

The questionnaire used in this study was new, using questions that were submitted by department representatives from Family and Community Services, Emergency Services and Communications. The survey was then created, reviewed and modified where necessary by members of Survey Central for wording, question ordering and general understanding. This included a final check of the content by FOIP¹ prior to the release of the survey to the public.

B. Sampling Design and Data Collection Procedure

The sample frame used in this study consisted of 568 people who had previously signed up to be part of SCOOP, Strathcona County's online opinion panel. Overall, 73.5% of the participants lived in the urban area, 24.5% came from rural parts of Strathcona County, and the remaining 1.9% worked in Strathcona County but did not live there.

Although poll based data is derived from people who decide to participate, were not randomly selected, and have access to the online poll, the margin of error for a comparable probability-based random sample of the same size is $\pm 4.1\%$, 19 times out of 20.² The data was gathered via the online SCOOP platform in November 2020.

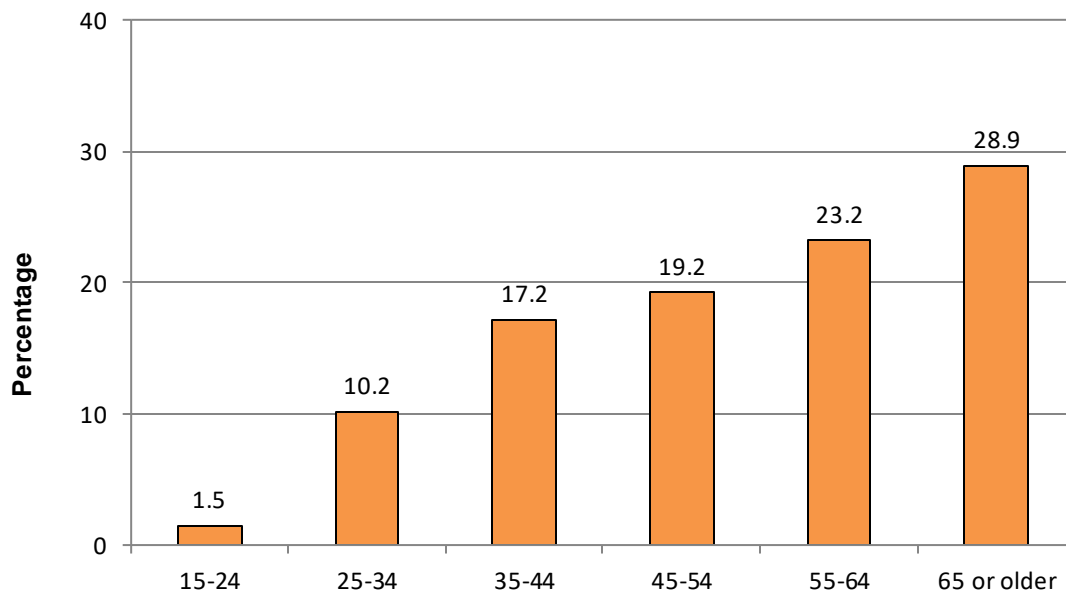
During the fielding of the survey, respondents had the option to skip a section if they felt that the topic had no relevance to them.

¹ FOIP stands for Freedom of Information and Protection of Privacy and was reviewed by selected members from Strathcona County's Legislation and Legal Department (LLS).

² The $\pm 4.1\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to particular questions. This means that an answer could be up to 4.1% higher or lower than what is reported. Please note, however, that the data was gathered through an online survey and no controls were undertaken to make this a random sample.

As seen in Figure 1, the majority of respondents who participated in the survey are over the age of 44, with 27.4% of the participants between the age of 25 and 44. Only a very small percentage of participants were under 25. Overall, 58.6% of participants were female while 41.4% were male.

FIGURE 1
Age of Respondents

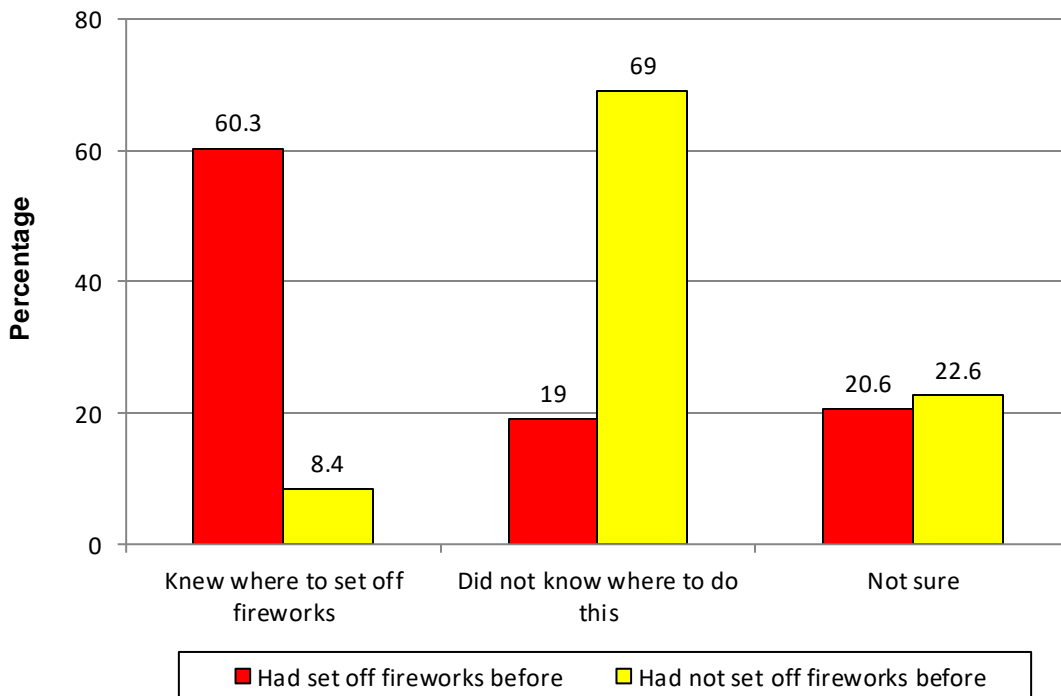


III. SURVEY RESULTS

Respondents were asked if they would like to answer a series of questions about fireworks in Strathcona County. Overall, 94.8% of the participants opted to answer questions on this topic. Respondents were initially asked if they had ever set off their own fireworks in Strathcona County. Overall, 12.5% said they had done so in the past. It was also found that 14.6% knew that a fireworks permit is required to discharge fireworks in Strathcona County.

As seen in Figure 2, a further analysis reviewed that 60.3% of people who had set off fireworks in the County before knew where one could set off fireworks compared to 8.4% who had not set off fireworks before. It can also be seen from Figure 2 that among those who had set off fireworks before (the red bar), 19% did not know where they could set off fireworks and 20.6% were not sure where fireworks could be set off.

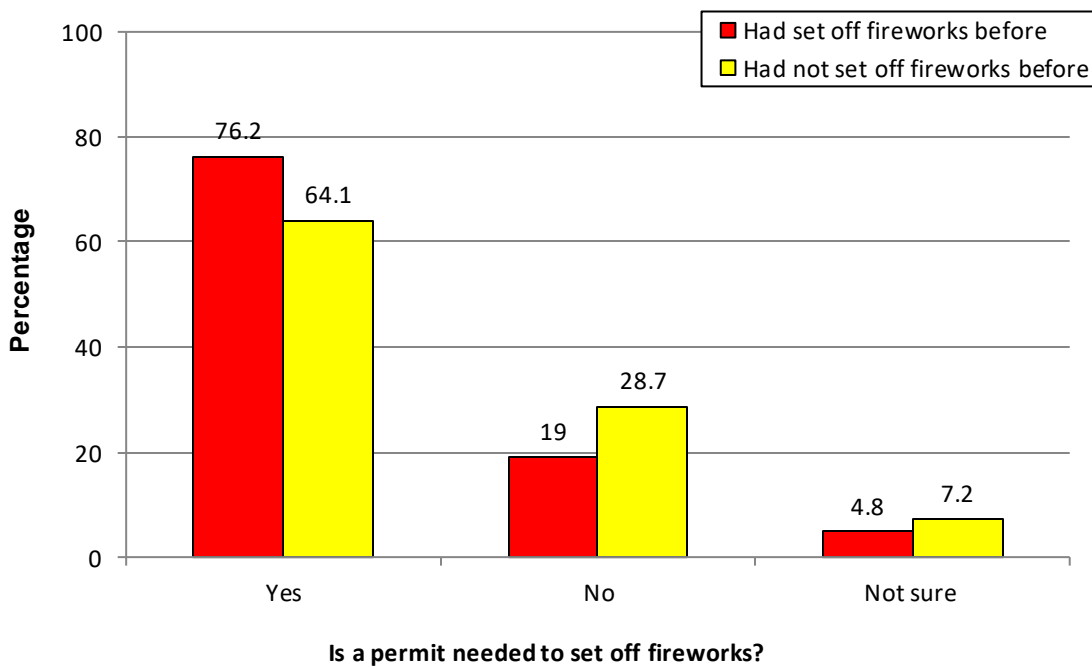
FIGURE 2
Where to discharge fireworks based on whether people had done so in the past



All respondents were then asked if a permit was needed to discharge fireworks in Strathcona County. Overall, 66% said they knew about this compared to 27% who did not. The remaining 7% were not sure.

As seen in Figure 3, a further analysis reviewed that 76.2% of the people who set off fireworks in the past knew that a fireworks permit was needed before doing. Furthermore, 19% of these people who have set off fireworks before did not know that a permit was needed, while the remaining 4.8% of these people were not sure.

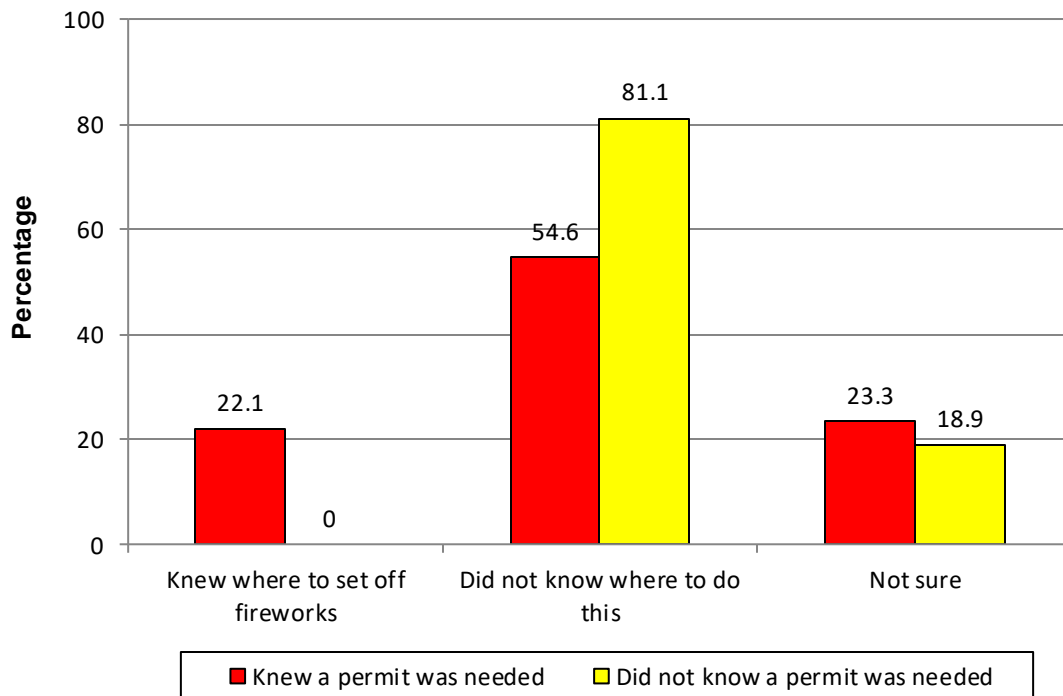
FIGURE 3
Did people set fireworks in the past based knowledge that a permit is required



As seen in Figure 4, a further analysis reviewed that 22.1% of people who knew that a fireworks permit was needed also knew where one could discharge fireworks. It can also be seen from Figure 3 that among those who knew a permit was required to set off fireworks (the red bar), 54.6% did not

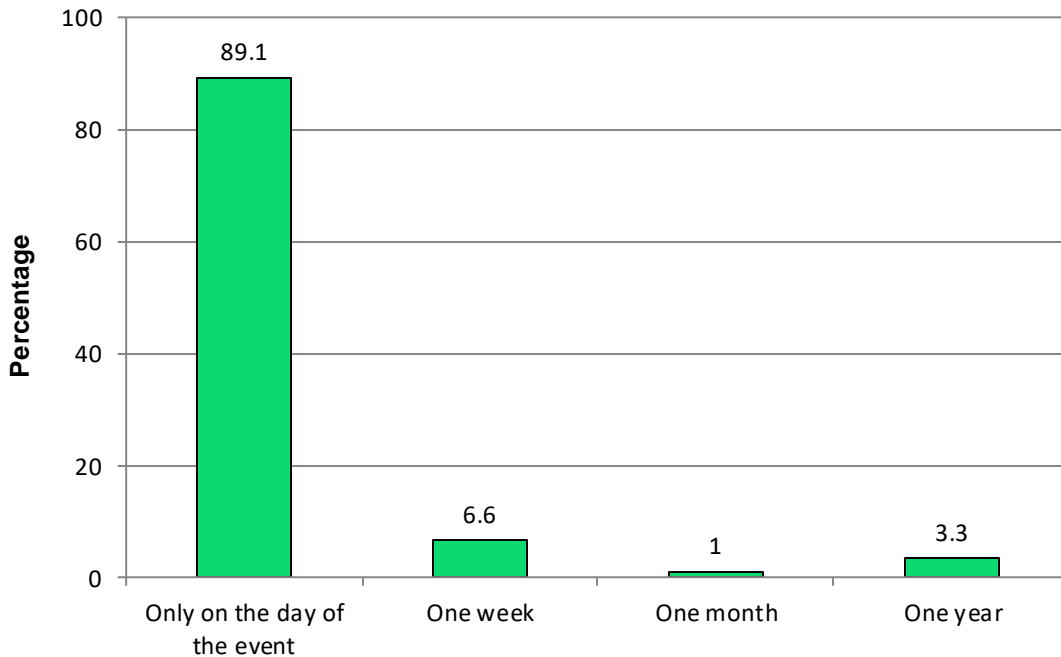
know where they could set off fireworks, while 23.3% of these people were not sure where fireworks could be set off.

FIGURE 4
Where to discharge fireworks based on whether people knew that a permit was required



All respondents were also asked to indicate how long a County fireworks permit is valid. It can be seen from Figure 5 that most people believe that the permit is only valid for the day of the event. A small percentage believed that it had a longer expiry date.

FIGURE 5
How long is a County fireworks permit valid?



Only a small percentage of respondents (2.1%) indicated that they were planning to set off fireworks this holiday season. Most of the respondents (91.8%) were not planning to do so, while the remaining 6.1% were not sure.³

In conclusion, please note that the data obtained from this survey suggests that outlining these regulations and procedures is necessary among people who decide to obtain permits to discharge fireworks, as many of these people are unaware of what needs to be done in this regard.

³ Please remember that this question was asked prior to the new restrictions associated with COVID-19 which came into effect in mid-December 2020.